

READERSHIP DEMOGRAPHICS

More than a
QUARTER OF A MILLION*

business owners and key DECISION-MAKERS
read our publications.

84%

of our primary readers are

top executives and managers, who have an

average household income of \$130,000

and an average

net worth of \$871,000 . . . and

you can reach them every issue,

every month.

More than 80% of the Network's readership comes
from the following **KEY INDUSTRIES:**

*communications, utilities, construction, finance,
insurance, real estate, manufacturing,
services, wholesale & retail trade.*

Source: Compilation of readership surveys conducted for each of the eight *Biz New England* publications.
*Total circulation number (87,500) times an average of 2.9 readers per copy.

Readers of *The New England Business Publications Network* are influential, affluent, well-educated and hold the top positions in their companies. They are smart, savvy and successful individuals, people who spend billions of dollars purchasing products and services each year for their companies. They represent the top tier of income earners in the region and in the country.

READERSHIP

- *Biz New England's* publications have a combined readership of 253,750.*
- Our readers are loyal and consistent, spending an average 26 minutes with a typical issue.
- They regularly turn to our business publications as their PRIMARY source of regional business news.
- 93% of our readers read at least three out of the last four issues.
- 81% read four out of the last four issues.

PERSONAL PROFILE

- 73% are male
- 27% are female
- Average household income: \$130,000
- Average household net worth: \$871,000
- 74% are at least four-year college graduates
- Median Age: 49 yrs.

BUSINESS PROFILE

- 84% are top executives and managers
- 52% are the owners/partners
- 44% are the chairperson, CEO or president
- 59% run or manage companies with fewer than 20 employees

PURCHASING INFLUENCE

Our readers make or directly influence purchasing decisions on a wide variety of products and services including:

- 48% Accounting
- 55% Advertising
- 52% Banking services
- 40% Building materials
- 64% Capital equipment
- 63% Computer equipment
- 45% Insurance
- 50% Office machines
- 54% Printing services
- 42% Temporary help